

# Order Item Summary

CBS TELEVISION STATIONS



KDKA-TV

Order ID: 56950   CF   LOC-POL   FBD - LBD: 10/09/12 - 10/15/12   HL#:   Created: 10/08/12 01:45 PM  
 Client: FRIENDS OF MATT SMITH (172688)   CPE: / /   Agency Commission: 15 %   Updated: EMENDEL on 10/08/12 02:03 PM  
 Agency: MESSAGE & MEDIA INC. (22198)   Product: FRIENDS OF MATT SMITH   Self Protect.: :00:00   Confirmed: 10/08/12 01:53 PM  
 Buyer:   Demo: HHOLDS   DMA RTG   Sched. Code: B   Contract: 10/09/12 08:59 AM  
 AE: Brian Butz-1-KDKA-TV   Billing Int: Monthly   BM : SS  
 Share: 0%   WTAE: 0%   WPXI: 0%   WPGH: 0%   WPMY: 0%   WPCW: 0%   CABLE: 0%

PRINT AT STATION. ALL RATES ARE NON PRE-EMPTIBLE UNLESS NOTED OTHERWISE. PAID FOR BY FRIENDS OF MATT SMITH. MARK INVOICE PAID,

| Item | Time Class | Eligible Days | Break Type    | Dur           | SC | Self Pr | Sales Catg | HHOLDS | Rate     | Spots | Total      | NR | A/G |
|------|------------|---------------|---------------|---------------|----|---------|------------|--------|----------|-------|------------|----|-----|
| 001  | MLOCAL5A   | 1 1 1 1 1 0 0 | MORN          | 30            | D  |         |            | 0.0    | \$290.00 | 5     | \$1,450.00 |    |     |
|      | <u>FBD</u> | <u>LBD</u>    | <u>Oct 08</u> | <u>Oct 15</u> |    |         |            |        |          |       |            |    |     |
|      | 10/09/12   | 10/15/12      | 4             | 1             |    |         |            |        |          |       |            |    |     |
| 002  | MLOCAL6A   | 1 1 1 1 1 0 0 | MORN          | 30            | D  |         |            | 0.0    | \$600.00 | 5     | \$3,000.00 |    |     |
|      | <u>FBD</u> | <u>LBD</u>    | <u>Oct 08</u> | <u>Oct 15</u> |    |         |            |        |          |       |            |    |     |
|      | 10/09/12   | 10/15/12      | 4             | 1             |    |         |            |        |          |       |            |    |     |
| 003  | MEARLY     | 1 1 1 1 1 0 0 | MORN          | 30            | D  |         |            | 0.0    | \$290.00 | 5     | \$1,450.00 |    |     |
|      | <u>FBD</u> | <u>LBD</u>    | <u>Oct 08</u> | <u>Oct 15</u> |    |         |            |        |          |       |            |    |     |
|      | 10/09/12   | 10/15/12      | 4             | 1             |    |         |            |        |          |       |            |    |     |
| 004  | NNOON      | 1 1 1 1 1 0 0 | NEWS          | 30            | B  |         |            | 0.0    | \$550.00 | 5     | \$2,750.00 |    |     |
|      | <u>FBD</u> | <u>LBD</u>    | <u>Oct 08</u> | <u>Oct 15</u> |    |         |            |        |          |       |            |    |     |
|      | 10/09/12   | 10/15/12      | 4             | 1             |    |         |            |        |          |       |            |    |     |
| 005  | N4EARLY    | 1 1 1 1 1 0 0 | NEWS          | 30            | D  |         |            | 0.0    | \$500.00 | 5     | \$2,500.00 |    |     |
|      | <u>FBD</u> | <u>LBD</u>    | <u>Oct 08</u> | <u>Oct 15</u> |    |         |            |        |          |       |            |    |     |
|      | 10/09/12   | 10/15/12      | 4             | 1             |    |         |            |        |          |       |            |    |     |
| 006  | N5EARLY    | 1 1 1 1 1 0 0 | NEWS          | 30            | D  |         |            | 0.0    | \$800.00 | 5     | \$4,000.00 |    |     |
|      | <u>FBD</u> | <u>LBD</u>    | <u>Oct 08</u> | <u>Oct 15</u> |    |         |            |        |          |       |            |    |     |
|      | 10/09/12   | 10/15/12      | 4             | 1             |    |         |            |        |          |       |            |    |     |
| 007  | NEARLY01   | 1 1 1 1 1 0 0 | NEWS          | 30            | B  |         |            | 0.0    | \$500.00 | 5     | \$2,500.00 |    |     |
|      | LUR        |               |               |               |    |         |            |        |          |       |            |    |     |
|      | <u>FBD</u> | <u>LBD</u>    | <u>Oct 08</u> | <u>Oct 15</u> |    |         |            |        |          |       |            |    |     |
|      | 10/09/12   | 10/15/12      | 4             | 1             |    |         |            |        |          |       |            |    |     |

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|  |                                |                                |                                       |                            |
|--|--------------------------------|--------------------------------|---------------------------------------|----------------------------|
| Order ID: 56950  | CF LOC-POL                     | FBD - LBD: 10/09/12 - 10/15/12 | HL#:                                  | Created: 10/08/12 01:45 PM |
| Client: FRIENDS OF MATT SMITH (172688)                           | CPE: / /                       | Agency Commission: 15 %        | Updated: EMENDEL on 10/08/12 02:03 PM |                            |
| Agency: MESSAGE & MEDIA INC. (22198)                             | Product: FRIENDS OF MATT SMITH | Self Protect.: :00:00          | Confirmed: 10/08/12 01:53 PM          |                            |
| Buyer:   | Demo: HHOLDS DMA RTG           | Sched. Code: B                 | Contract: 10/09/12 08:59 AM           |                            |
| AE: Brian Butz-1-KDKA-TV   | Billing Int: Monthly           | BM: SS                         |                                       |                            |
| Share: 0% WTAE: 0% WPXI: 0% WPGH: 0% WPMY: 0% WPCW: 0% CABLE: 0% |                                |                                |                                       |                            |

| Item | Time Class | Eligible Days | Break Type    | Dur | SC | Self Pr | Sales Catg | HHOLDS | Rate     | Spots | Total    | NR | A/G |
|------|------------|---------------|---------------|-----|----|---------|------------|--------|----------|-------|----------|----|-----|
| 008  | NEWSSAT6A  | * * * * * S * | NEWS          | 30  | B  |         |            | 0.0    | \$300.00 | 1     | \$300.00 |    |     |
|      | <u>FBD</u> | <u>LBD</u>    | <u>Oct 08</u> |     |    |         |            |        |          |       |          |    |     |
|      | 10/13/12   | 10/13/12      | 1             |     |    |         |            |        |          |       |          |    |     |

| Item | Time Class | Eligible Days | Break Type    | Dur | SC | Self Pr | Sales Catg | HHOLDS | Rate     | Spots | Total    | NR | A/G |
|------|------------|---------------|---------------|-----|----|---------|------------|--------|----------|-------|----------|----|-----|
| 009  | NEWSSAT8   | * * * * * S * | NEWS          | 30  | D  |         |            | 0.0    | \$450.00 | 1     | \$450.00 |    |     |
|      | <u>FBD</u> | <u>LBD</u>    | <u>Oct 08</u> |     |    |         |            |        |          |       |          |    |     |
|      | 10/13/12   | 10/13/12      | 1             |     |    |         |            |        |          |       |          |    |     |

| Item | Time Class  | Eligible Days | Break Type    | Dur | SC | Self Pr | Sales Catg | HHOLDS | Rate     | Spots | Total    | NR | A/G |
|------|-------------|---------------|---------------|-----|----|---------|------------|--------|----------|-------|----------|----|-----|
| 010  | WFINAN630AM | * * * * * S   | BNSP          | 30  | B  |         |            | 0.0    | \$100.00 | 1     | \$100.00 |    |     |
|      | LUR         |               |               |     |    |         |            |        |          |       |          |    |     |
|      | <u>FBD</u>  | <u>LBD</u>    | <u>Oct 08</u> |     |    |         |            |        |          |       |          |    |     |
|      | 10/14/12    | 10/14/12      | 1             |     |    |         |            |        |          |       |          |    |     |

| Item | Time Class | Eligible Days | Break Type    | Dur | SC | Self Pr | Sales Catg | HHOLDS | Rate    | Spots | Total   | NR | A/G |
|------|------------|---------------|---------------|-----|----|---------|------------|--------|---------|-------|---------|----|-----|
| 011  | WKDPG08    | * * * * * S   | KDPG          | 30  | B  |         |            | 0.0    | \$60.00 | 1     | \$60.00 |    |     |
|      | LUR        |               |               |     |    |         |            |        |         |       |         |    |     |
|      | <u>FBD</u> | <u>LBD</u>    | <u>Oct 08</u> |     |    |         |            |        |         |       |         |    |     |
|      | 10/14/12   | 10/14/12      | 1             |     |    |         |            |        |         |       |         |    |     |

| Item | Time Class | Eligible Days | Break Type    | Dur | SC | Self Pr | Sales Catg | HHOLDS | Rate     | Spots | Total    | NR | A/G |
|------|------------|---------------|---------------|-----|----|---------|------------|--------|----------|-------|----------|----|-----|
| 012  | WCBSSUN    | * * * * * S   | MORN          | 30  | B  |         |            | 0.0    | \$500.00 | 1     | \$500.00 |    |     |
|      | <u>FBD</u> | <u>LBD</u>    | <u>Oct 08</u> |     |    |         |            |        |          |       |          |    |     |
|      | 10/14/12   | 10/14/12      | 1             |     |    |         |            |        |          |       |          |    |     |

| Item | Time Class | Eligible Days | Break Type    | Dur | SC | Self Pr | Sales Catg | HHOLDS | Rate     | Spots | Total    | NR | A/G |
|------|------------|---------------|---------------|-----|----|---------|------------|--------|----------|-------|----------|----|-----|
| 013  | WFACE03    | * * * * * S   | FACE          | 30  | B  |         |            | 0.0    | \$400.00 | 1     | \$400.00 |    |     |
|      | LUR        |               |               |     |    |         |            |        |          |       |          |    |     |
|      | <u>FBD</u> | <u>LBD</u>    | <u>Oct 08</u> |     |    |         |            |        |          |       |          |    |     |
|      | 10/14/12   | 10/14/12      | 1             |     |    |         |            |        |          |       |          |    |     |

| Item | Time Class    | Eligible Days | Break Type    | Dur | SC | Self Pr | Sales Catg | HHOLDS | Rate     | Spots | Total    | NR | A/G |
|------|---------------|---------------|---------------|-----|----|---------|------------|--------|----------|-------|----------|----|-----|
| 014  | 18:30 - 19:00 | * * * * * S   | MILT          | 30  | B  |         |            | 0.0    | \$500.00 | 1     | \$500.00 |    |     |
|      | LUR           |               |               |     |    |         |            |        |          |       |          |    |     |
|      | <u>FBD</u>    | <u>LBD</u>    | <u>Oct 08</u> |     |    |         |            |        |          |       |          |    |     |
|      | 10/14/12      | 10/14/12      | 1             |     |    |         |            |        |          |       |          |    |     |

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| Item | Time Class | Eligible Days | Break Type    | Dur | SC | Self Pr | Sales Catg | HHOLDS | Rate       | Spots | Total      | NR | A/G |
|------|------------|---------------|---------------|-----|----|---------|------------|--------|------------|-------|------------|----|-----|
| 015  | PSIXTY     | * * * * * S   | REGP          | 30  | D  |         |            | 0.0    | \$4,950.00 | 1     | \$4,950.00 |    |     |
|      | <u>FBD</u> | <u>LBD</u>    | <u>Oct 08</u> |     |    |         |            |        |            |       |            |    |     |
|      | 10/14/12   | 10/14/12      | 1             |     |    |         |            |        |            |       |            |    |     |

| Item | Time Class    | Eligible Days | Break Type    | Dur | SC | Self Pr | Sales Catg | HHOLDS | Rate     | Spots | Total    | NR | A/G |
|------|---------------|---------------|---------------|-----|----|---------|------------|--------|----------|-------|----------|----|-----|
| 016  | LCSIMIAMIAT01 | * * * * * S * | LATE          | 30  | B  |         |            | 0.0    | \$135.00 | 1     | \$135.00 |    |     |
|      | LUR           |               |               |     |    |         |            |        |          |       |          |    |     |
|      | <u>FBD</u>    | <u>LBD</u>    | <u>Oct 08</u> |     |    |         |            |        |          |       |          |    |     |
|      | 10/13/12      | 10/13/12      | 1             |     |    |         |            |        |          |       |          |    |     |

| Item | Time Class | Eligible Days | Break Type    | Dur | SC | Self Pr | Sales Catg | HHOLDS | Rate     | Spots | Total    | NR | A/G |
|------|------------|---------------|---------------|-----|----|---------|------------|--------|----------|-------|----------|----|-----|
| 017  | SSHOWDOWN  | * * * * * S   | LOCS          | 30  | D  |         | SPORTS     | 0.0    | \$540.00 | 1     | \$540.00 |    |     |
|      | <u>FBD</u> | <u>LBD</u>    | <u>Oct 08</u> |     |    |         |            |        |          |       |          |    |     |
|      | 10/14/12   | 10/14/12      | 1             |     |    |         |            |        |          |       |          |    |     |

## Order Totals

| Order Section       | Confirmed Quantity | Revised Quantity | Confirmed Total |             | Revised Total |         |
|---------------------|--------------------|------------------|-----------------|-------------|---------------|---------|
|                     |                    |                  | Gross Amt       | Net Amt     | Gross Amt     | Net Amt |
| Spot Buy Lines      | 45                 | 0                | \$25,585.00     | \$21,747.25 | \$0.00        | \$0.00  |
| Installments        | 0                  | 0                | \$0.00          | \$0.00      | \$0.00        | \$0.00  |
| Ancillary Buy Lines | 0                  | 0                | \$0.00          | \$0.00      | \$0.00        | \$0.00  |
| Order Totals:       |                    |                  | \$25,585.00     | \$21,747.25 | \$0.00        | \$0.00  |